

CENTRAL INTELLIGENCE AGENCY  
**INFORMATION REPORT**

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<b>COUNTRY</b>	Brazil	<b>REPORT NO.</b>	<div style="border: 1px solid black; width: 80px; height: 20px;"></div>	25X1A
<b>SUBJECT</b>	Report on Agitation and Propaganda Prepared by the Piratininga Regional Committee of the Communist Party of Brazil (PCB)	<b>DATE DISTR.</b>	29 September 1955	
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<b>PLACE ACQUIRED</b>		<b>REFERENCES</b>		

THE SOURCE EVALUATIONS IN THIS REPORT ARE DEFINITIVE.  
 THE APPRAISAL OF CONTENT IS TENTATIVE.  
 (FOR KEY SEE REVERSE)

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SOURCE: 

1. A report on agitation and propaganda prepared by the Piratininga Regional Committee (CRP) of the Communist Party of Brazil (PCB), which has jurisdiction over the area comprising the city of Sao Paulo and suburbs, was discussed during meetings of a district committee under the jurisdiction of this regional committee held on 19 and 20 January 1955. An autofax copy of the English translation of an outline of the report, prepared by a member of the district committee, is available for reference in the CIA Library. A summary of the outline is presented below.
2. Outline of the Report on Agitation and Propaganda of the Regional Committee of Piratininga (CRP)
  - a. One of the main results of the Fourth Congress of the PCB was a renewed emphasis on agitation and propaganda throughout all levels of the Party.
  - b. It is important that certain aspects of Party propaganda be given particular attention.
    - (1) Efforts must be made to attract the masses by raising the question of their rights and linking the Party Program with local, current issues.
    - (2) The objective of the PCB is to educate the masses politically and ideologically for the victory of the broad Party Program and of the democratic, popular revolution at the time they are being attracted by agitation on local issues.
    - (3) The Party Program must be the guide at all times to agitation and propaganda themes and techniques.

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- c. The principal propaganda tasks are as follows:
- (1) Basic tasks as stated by Luiz Carlos Prestes, PCB secretary-general:
    - (a) the destruction of the government of Joao Cafe Filho, President of Brazil,
    - (b) the fight for liberty,
    - (c) the fight for national emancipation,
    - (d) the fight for peace
    - (e) the fight for the unity and organization of the working class,
    - (f) the organization of the rural workers in their fight for the land,
    - (g) the organization of women and youth.
  - (2) Specific themes for propaganda campaigns. The struggles
    - (a) for peace and against atomic bomb experiments at the South Pole,
    - (b) against North American imperialists,
    - (c) for national independence
    - (d) against proposed increases in fares for public transportation,
    - (e) for veto of the rent-control law,
    - (f) against betrayal of the masses by Janio Quadros and Porfirio da Paz, Governor and Vice-Governor, respectively, of the State of Sao Paulo,
    - (g) against the anti-labor government of Cafe Filho.
- d. Agitation must be the concern of the entire Party membership. It cannot be left to volunteers. Tasks such as the following must be performed:
- (1) formation of teams of agitators,
  - (2) cultivation of all those naturally inclined towards agitation,
  - (3) editing of an agitation notebook (Caderno de Agitador)
  - (4) use of page 11 of the Voz Operaria, Communist weekly newspaper, for orientation,
  - (5) complete knowledge and assimilation of the Party Program.
- e. The distribution of Party newspapers must be increased to bring the Month of the Popular Press to a successful conclusion.<sup>2</sup> Specific tasks are
- (1) building up the circulation of Voz Operaria. In most of the states the circulation is not even equal to the number of Party members. The underrating of the importance of this newspaper is exemplified by lack of organization and large debts, which in the Belem and Mooca Zone Committees almost reached Cr\$ 20,000.
  - (2) building up the circulation of Noticias de Hoje, Sao Paulo Communist daily newspaper. The circulation in Sao Paulo is not

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equal to half of the Party members. Sunday distribution teams (comandos) must be designated to achieve the objective of a circulation of 20,000 on Sundays during the Month of the Popular Press. On 1 January 1954, 50,000 copies were distributed and on 1 January 1955, 30,000, but since then it has been possible to dispose of only 10,000 daily. Each zone and district committee should have special daily vendors, its own sales stands, and a branch office. Campaigns should be organized to "buy two and sell one."

- (3) supporting the program of the Month of the Popular Press to
  - (a) increase the distribution of Party newspapers,
  - (b) improve the content of the newspapers,
  - (c) bring the Party newspapers to the working class and the masses.

f. Techniques of Party agitation and propaganda which should be given consideration are:

- (1) Written material.
  - (a) Handbills and posters on billboards. These have been used on an insignificant scale. The content has been too general. Billboards of cardboard or wood must be made and placed in strategic places, where people gather.
  - (b) Factory newspaper. A good example is the newspaper at the Goodyear factory, Borracha Dura (Hard Rubber). All Zone and District Committees should edit newspapers, first in factories with more than 1,000 workers, and then in those with more than 500 workers. The agit-prop sections of the regional, zone, and district committees should be consulted as to contents and timeliness.
  - (c) Party newspapers. The failure to distribute the newspapers contributed most to the defeat in the elections.<sup>3</sup>
  - (d) Pamphlets. The pamphlet is an educational factor based on the life of the masses.
  - (e) Wall inscriptions. With these it is necessary to be concise.
  - (f) The illustrated magazines (Soviet Union, China Illustrated). These magazines should be used as competitive prizes for the base organizations. They should be circulated widely in the factories and workers' districts as providing examples of conditions in the USSR and China.
- (2) Oral agitation. This is the most efficient form of agitation during elections and in preparation for strikes. The agitator should not deal in generalities. Many opportunities in this regard have been lost. Every Communist must be a vigorous agitator.
- (3) Visual propaganda: radio, phonograph records, movies. Examples: loudspeakers in recreation parks; cars with loudspeakers; radio; phonograph records against the atomic bomb. Two or three zone committees should combine in the purchase of a 16mm projector to show films made in Brazil, the Soviet Union, and the peoples' democracies.

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Comments:

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2. March 1955 was the Month of the Popular Press. A document outlining the campaign for this month was included in

3. This probably refers to the national and state elections held in October 1954.

Attachment: Autofax copy of outline of document described above  
(12 pages in English)

Distribution of Attachment:

State: Retention

OCI : Retention

OCR

CIA Library: Retention

LIBRARY SUBJECT AND AREA CODES

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